



## Assistant Director, Public Affairs

**Department:** Public Affairs

**EEO Code:** 21

**Class Code:** 1182

**FLSA:** E

**Effective:** 01/06/1994

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### **GENERAL STATEMENT OF DUTIES:**

Under direction; performs work of considerable difficulty in supervising and coordinating activities of staff responsible for providing public relations services to County departments and the public; and performs other work as required.

### **SPECIFIC STATEMENT OF DUTIES:**

Supervises and coordinates activities of selected staff in the Department of News and Public Information; hires, trains and determines staff priorities; conducts performance reviews and resolves conflicts; leads coaches and develops staff; develops and manages County internal information programs and products including employee newsletter; coordinates and develops promotional materials and public relations documents; develops project plans and keeps director apprised of project progress and news worthy events; assists in providing media relations training to County departments; writes speeches and assists the Board of Supervisors and County executives with their involvement in public appearances; attends Board of Supervisor meetings and other public meetings to provide support to participants and the media; prepares and publishes special reports, projects which involve determining scope and content, writing and/or editing the text, utilizing desk top publishing skills, preparing specifications for competitive bidding by printers, and following through on all steps of the project; makes public appearances and presentations on the behalf of County management; and performs other work as required.

### **REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:**

Considerable knowledge of the principles and practices of mass communication, including radio, television and newspaper; of the English language and its proper usage; of photography and graphic art as related to print product design and production and in media relations; of project management;

Considerable skill in communicating, both orally and in writing; in organizing and completing multiple tasks in a timely manner; in administering tasks performed by outside vendors; in training persons regarding press relations; in effectively supervising staff.

### **MINIMUM EDUCATION AND EXPERIENCE:**

Core curriculum for a bachelor's degree in journalism, communications or related field and five years of experience in a public relations field including two years of supervisory experience; or an equivalent combination of training and experience.

### **ADDITIONAL REQUIREMENTS:**

None

<p>This class specification is not intended to describe and does not necessarily list the essential job functions for a given position in a classification.</p>
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